

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1971)
Heft: 8

Artikel: The Toni Schiesser touch : from St. Gall with style!
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-796563>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 23.08.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

The reputation of Toni Schiesser, Germany's dynamic woman couturière who has over 100 employees in her workrooms, has become even more firmly established in the fashion world as a result of this season's outstanding collection. Having, like Chanel or Balmain, never made any concessions to recent "popular" fashions, she is obviously delighted at the return of elegant, "ladylike" fashions, to which she adds her own very personal touch with her inimitable flair for flattering wearability. Consequently the Autumn/Winter fashion showing, which the charming couturière held in the Frankfurter Hof in Frankfurt ●●●

The T oni Schiesser Touch— from St.Gall with Style!



Attractive evening dress in brown organza, with gold, ochre and turquoise embroidery by Forster Willi & Co., St. Gall.

◀ Youthful evening dress in lilac organza, with brightly coloured embroidery and hand appliquéd guipure motifs by Union Ltd. St. Gall.

▶







Romantic evening gown in silk and wool tulle embroidery by A. Naef & Co. Ltd., Flawil.

◀◀

Evening dress in multicoloured silk tulle embroidery by A. Naef & Co. Ltd., Flawil.

▶

Filmy evening dress in silk organza with embroidery applications in multicoloured rayon by Union Ltd., St. Gall.

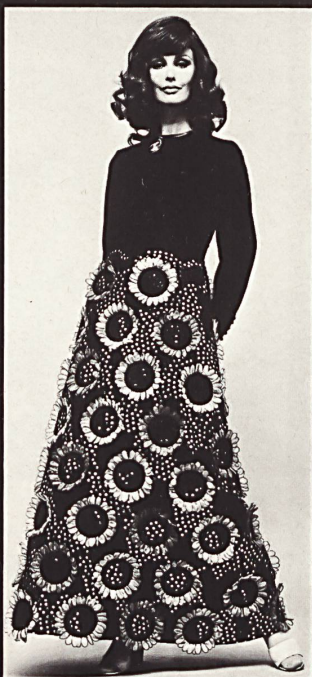
▼◀◀

Party and cocktail dress in black embroidery on black velvet with silver spangle insertions and applications of flowers in pink, yellow and lilac organza by Jakob Schläpfer & Co. Ltd., St. Gall.

▼◀

Original party dress with woollen flowers appliquéd on organza with multicoloured embroidery by Union Ltd., St. Gall.

▼



as usual, lived up to the fashion world's high expectations, and fashionable society from the financial, business and diplomatic circles to which Toni Schiesser's large clientele mainly belongs, was lavish in its spontaneous and wholehearted approval. Not only did the coats, suits and outfits in striking fabrics—often with rich fur trimmings dyed in the same shade as the material—show superlative chic, but the gala gowns all possessed that unmistakable aura of femininity and charm characteristic of Toni Schiesser's evening models, combined with her consummate skill in working mainly ●●●

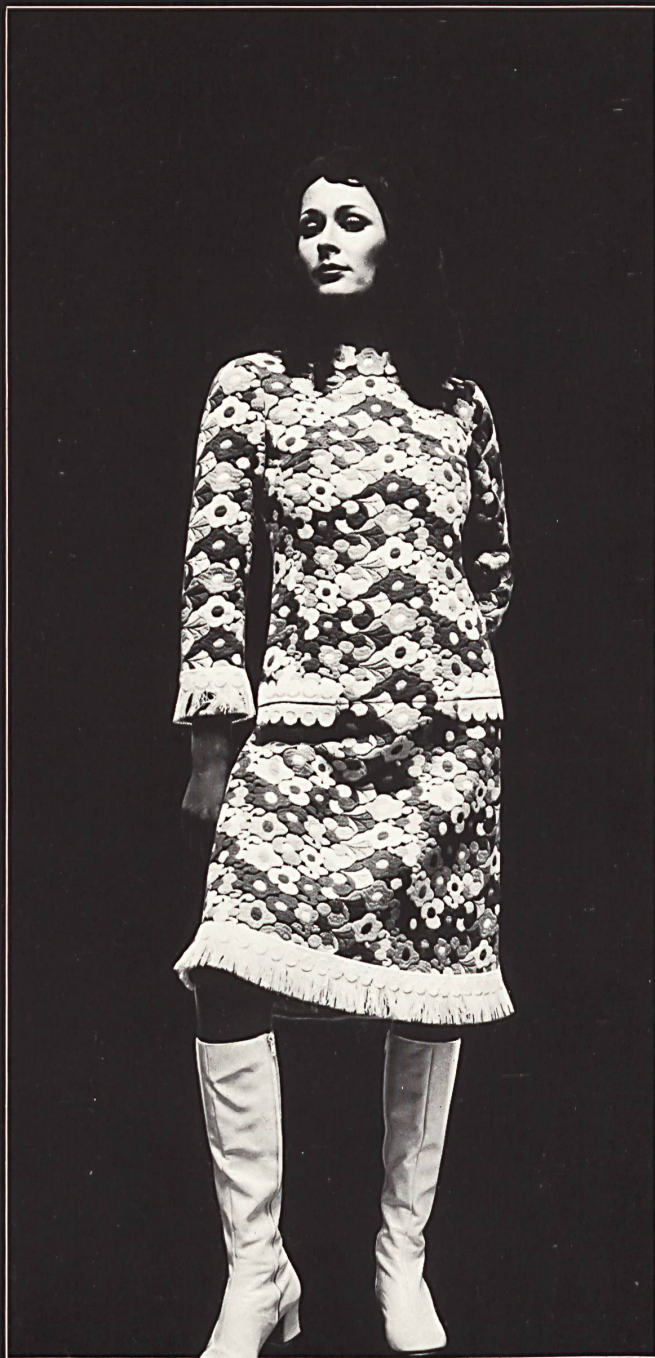
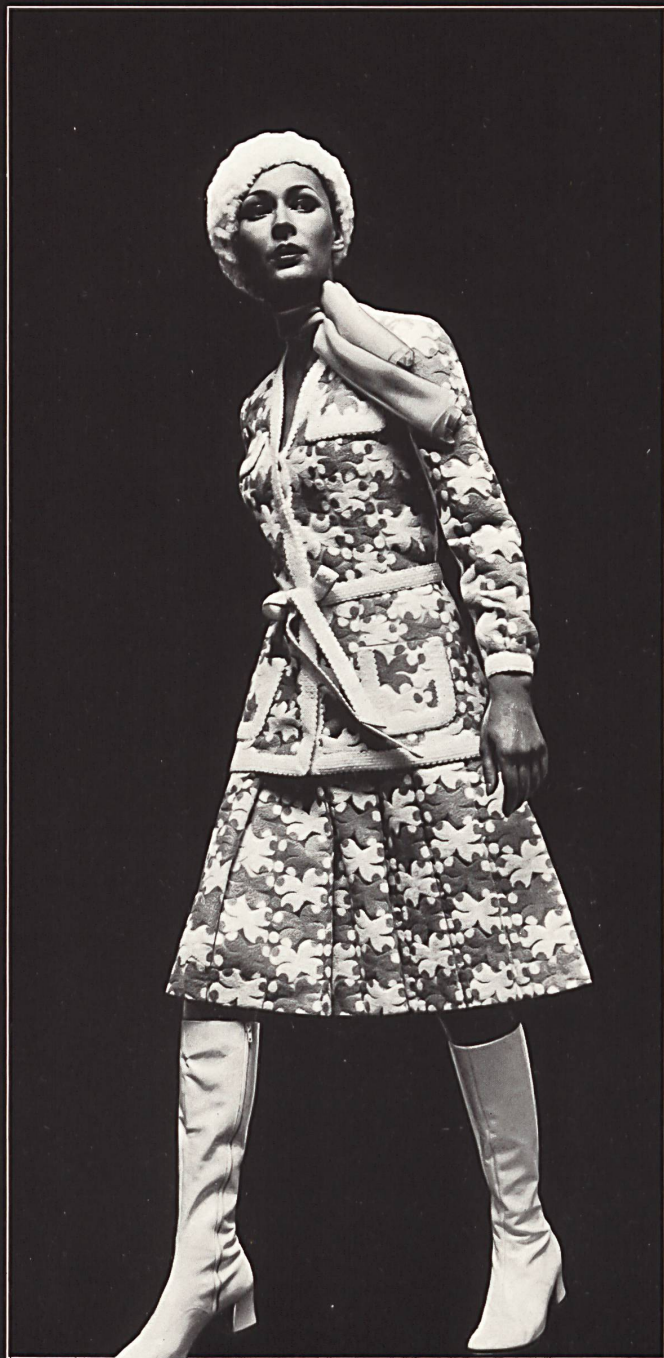
Fashionable afternoon dress in white woollen fabric with embroidered edging in lime green and red by Forster Willi & Co., St. Gall.



Attractive ensemble in blue and white guipure embroidery on "glass" fabric by Jakob Schläpfer & Co. Ltd., St. Gall.



Afternoon dress in three-coloured woollen embroidery with white braid by J. G. Nef & Co. Ltd., Herisau.









with priceless embroideries and laces, for the most part made in Switzerland. With an almost intuitive touch she handles guipure, cut-out embroidery, spangled and other types of embroidery and succeeds through clever cutting and skilful understatement in bringing out the beauty of these textile specialities. The "Grande Dame" of German couture not only gives her attention to the minutest fashion details in her creations, but styles them with a view to pleasing and flattering her many clients, who consequently willingly and unquestioningly accept the fashion dictates of this experienced and gifted couturière !



A series of lovely afternoon and cocktail dresses:



Embroidered silk organza by A. Naef & Co. Ltd., Flawil.



Multicoloured embroidered organza ground with hand appliquéd guipure motifs by Union Ltd., St. Gall.



Woollen flowers appliquéd on organza with multicoloured embroidery by Union Ltd., St. Gall.



Silk and wool tulle embroidery by A. Naef & Co. Ltd., Flawil.



Cut-out embroidery on organza, re-embroidered in two colours by Union Ltd., St. Gall.